



# Media Guide

## JERSEY

Jersey Evening Post



# Introduction

Thank you for taking the time to read this media guide.

In it we'll introduce you to **All Island Media**, the name behind the Jersey Evening Post and Bailiwick Express.

The guide provides information for advertisers on the combined **audience profile** and **reach** of All Island Media.

This is important for advertisers because the greater the **size** and **quality** of the audience, the greater the **response**.

We hope this information will prove useful when you're planning your next marketing campaign in **Jersey**, and we very much look forward to working with you.



# Welcome to All Island Media

Welcome to All Island Media, your **trusted** source of news and information for the Channel Islands.

All Island Media proudly brings together Jersey's two biggest news organisations, the **Jersey Evening Post** and **Bailiwick Express**, matching up 130 years of heritage and authority with a punchy digital-only challenger brand.

Together, we offer advertisers the **best of both worlds**, reaching an incredible **73% of Islanders** every week, giving you access to **more potential customers** than any other media.

Jersey Evening Post

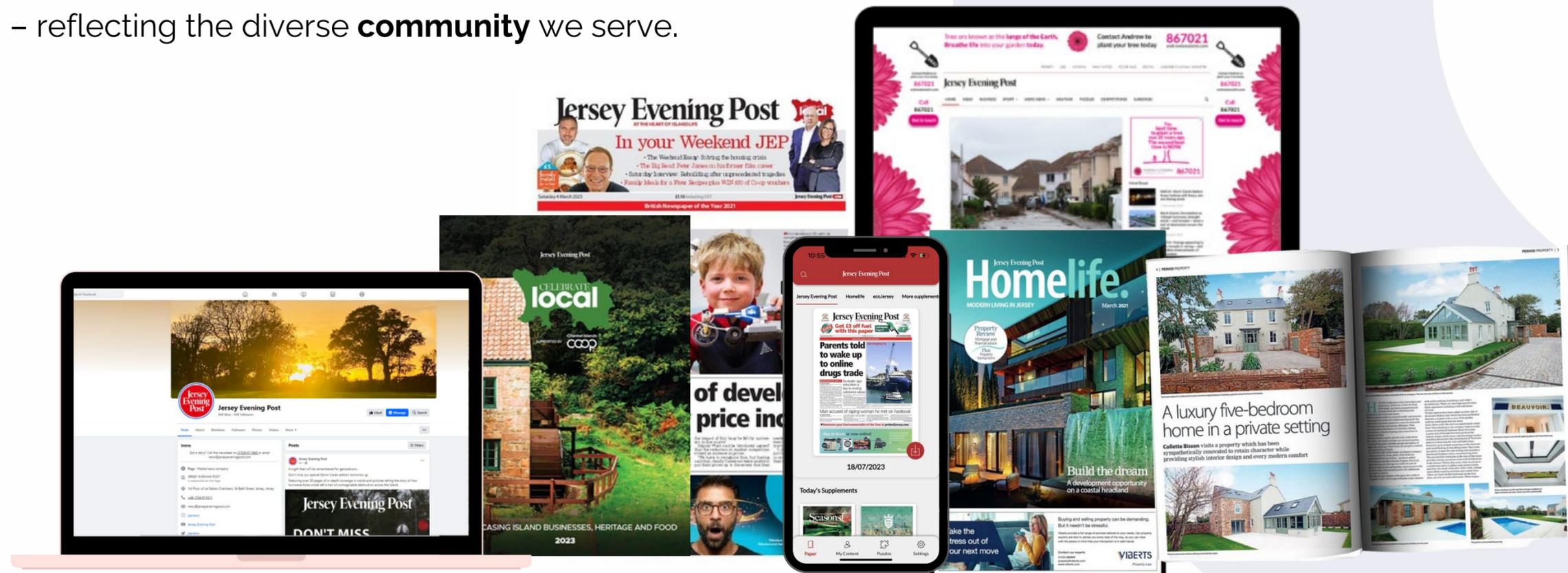


# Jersey Evening Post

The award-winning **JEP** is one of Jersey's best-known brands, an institution which has been part of the fabric of Jersey for more than 130 years.

We are **national, local** and everything in between, reflecting every aspect of Island life.

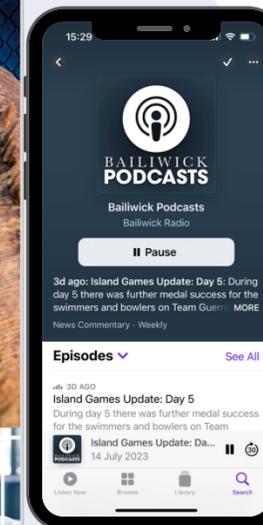
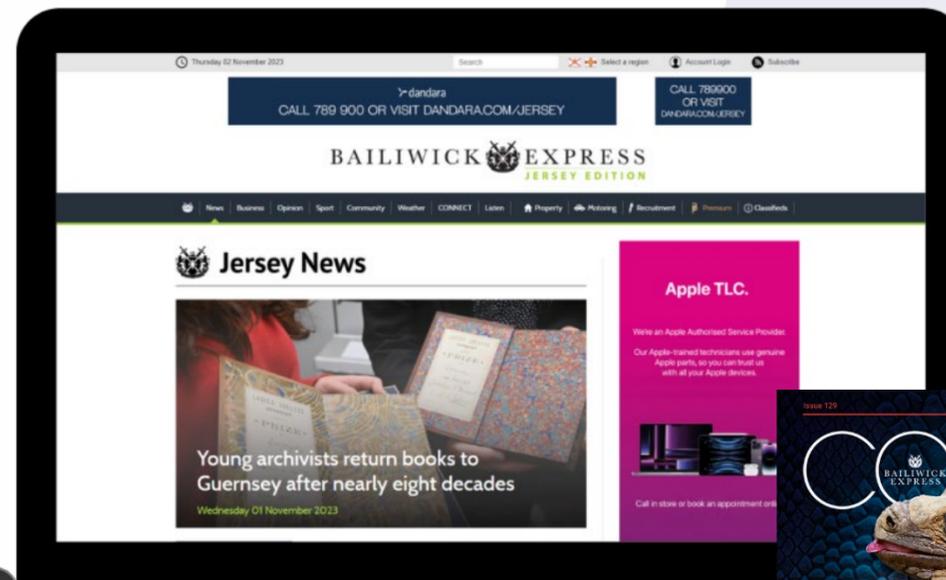
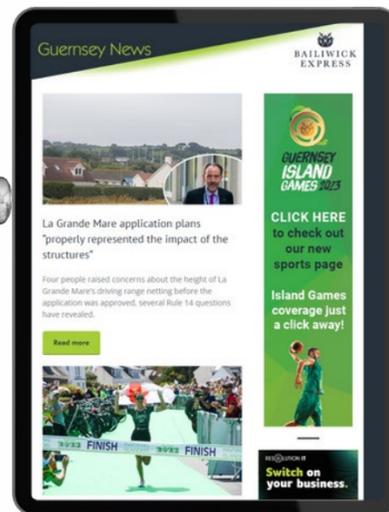
We **inform, entertain**, challenge, satirize, explain and campaign – reflecting the diverse **community** we serve.



# Bailiwick Express

Irreverent, provocative, punchy, pun-loving, fun, self-confident, challenging and **insightful** while adhering to the highest editorial standards,

Bailiwick Express is the **young**, challenger brand and **leading** local media in the **digital** space.

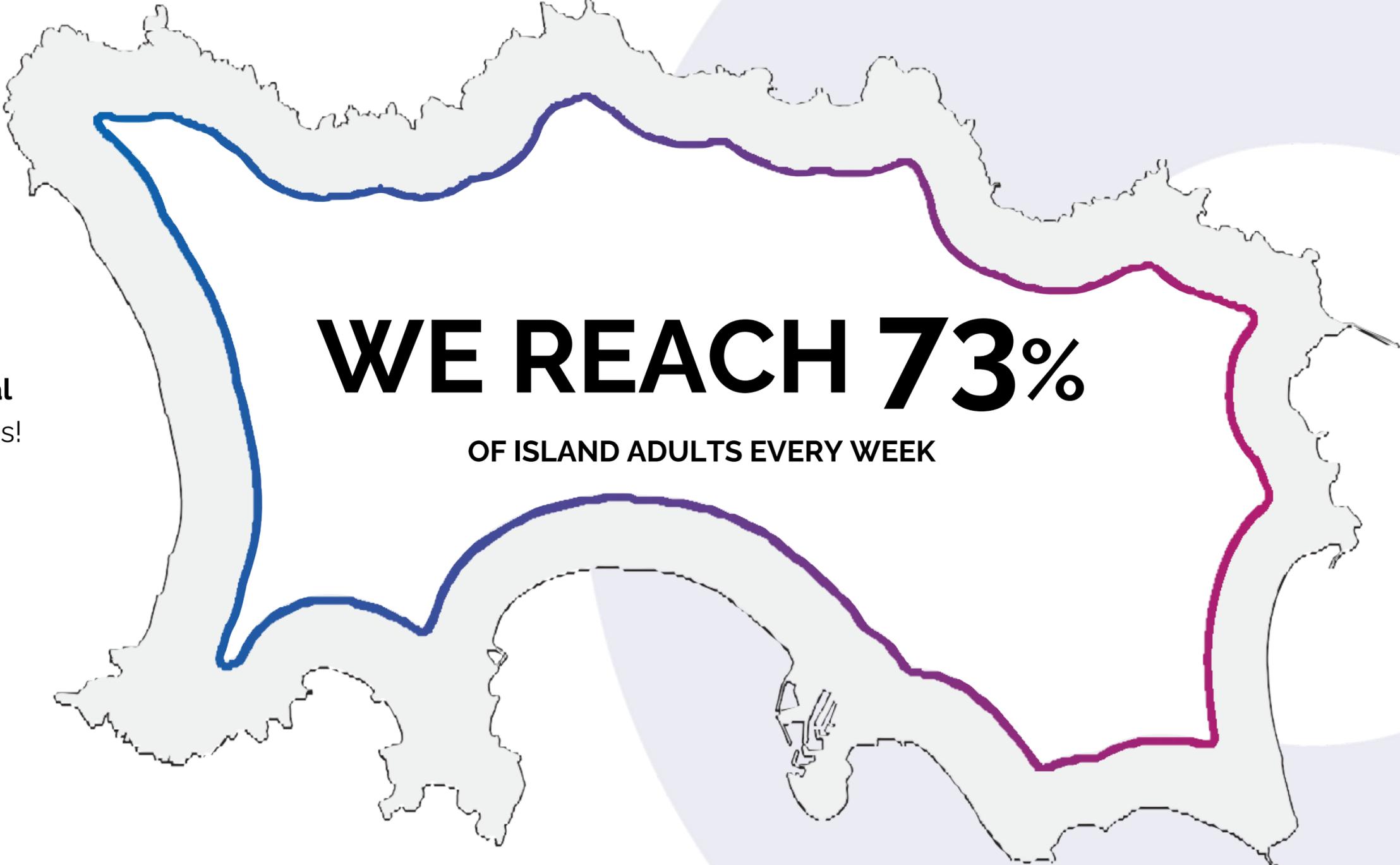


# Our family of products



# Our reach

That's over **62,000 potential customers** for your business!



# WE REACH 73%

OF ISLAND ADULTS EVERY WEEK

# Our audience

All Island Media advertising packages give our customers **unrivalled reach** and access to the **biggest** media marketplace in Jersey.

**135k**

Jersey Evening  
Post readers  
per week

**1.5m**

Digital views  
per month  
JEP online

**1.0m**

Digital views  
per month  
BX online

**90k**

Weekly JEP  
e-newsletters

**65k**

Weekly BX  
e-newsletters

**155k**

Social followers  
JEP & BX  
platforms

## Age

17-34	<b>20%</b>
35-64	<b>55%</b>
65+	<b>25%</b>

**58%**

Professional or  
public sector

**62%**

Homeowners

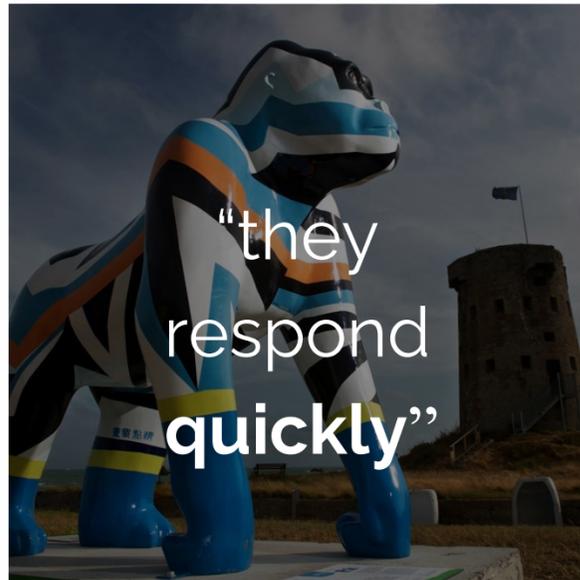
**52%**

Household  
income above £50k

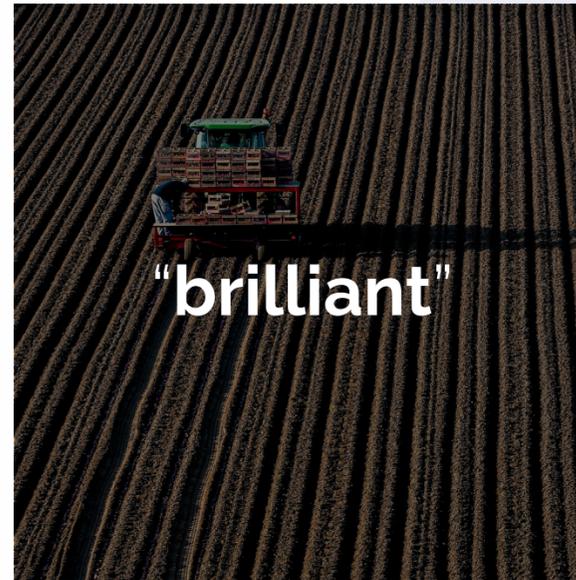
**51/49**

Gender F/M %

# Don't just take our word for it...



"**exceptional value** for money"

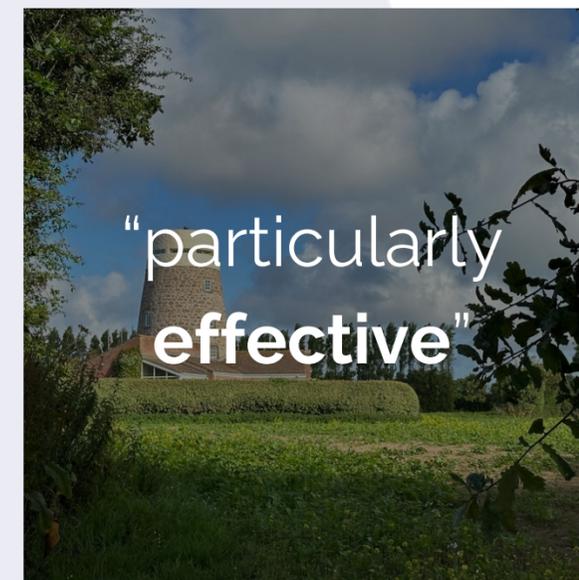


"they make my life **easier**"

"they **don't** seem to have no in their vocabulary!"



"I **love** the team there"



# Meet the team

Our superb **account management team** is here to support your marketing goals and strategy. We know what it takes to meet your objectives and get your message seen. Your account manager is a **one stop shop** to all the products and services that All Island Media has to offer.



Luke Heynes  
Commercial Director



Gavin Cadwallader  
Head of Advertising



Kirsty Wilson-Seabrook  
BD Manager



Melinda Tidy  
BD Manager



Fern Phaphirom  
BD Manager



Philippa Cooper  
Senior Account Manager



John De Gruchy  
Account Manager



Sam Mileti  
Account Manager



Aimee Wilson  
Account Manager



Amber Sahai  
Account Manager

# Our team is your team

We have everything you need for a **successful** advertising campaign!

Our skilled team will ensure your campaign achieves the maximum response and the **best return on investment** possible.

We will work with you every step of the way, from creating your artwork to providing regular **response reporting** once the campaign is underway.

We will then help you to hone your schedule to **focus** on what works best.



# Tried and trusted by big brands



# Pan-Island advertising

The All Island Media portfolio includes **market-leading** print and digital publications in **Guernsey** which reach an impressive **55%** of Island adults every week\*.

So, if you're looking for **cost-effective** pan-island advertising, talk to us!



# Let's talk



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